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DICKSTEIN SHAPIRO MORIN & OSHINSKY LLP 1177 AVENUE OF THE AMERICAS (6TH AVENUE) 41 ST FL. NEW YORK, NY 10036-2714			VAN DOREN, BETH	
			ART UNIT	PAPER NUMBER
			3623	

DATE MAILED: 08/16/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

**Office Action Summary**

Application No.

10/034,369

Applicant(s)

CHRISMAN ET AL.

Examiner

Beth Van Doren

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 10 June 2005.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-43 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-43 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)  | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                                   | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

### **DETAILED ACTION**

1. The following is a non-final office action in response to the Appeal Brief filed 06/10/05. Applicant's remarks have been found persuasive, and prosecution has been reopened. Claims 1-43 are pending.

#### ***Response to Arguments***

2. Applicant's arguments filed 6/10/2005 with respect to the rejection of claims 1-43 have been fully considered and are persuasive. Therefore, the previous grounds of rejection have been withdrawn. However, upon further consideration, a new grounds of rejection has been established below.

#### ***Claim Rejections - 35 USC § 103***

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 1-43 are rejected under 35 U.S.C. 103(a) as being unpatentable over Certified Marketing Services, Inc. ([www.certifiedmarketingservices.com](http://www.certifiedmarketingservices.com)) and Tenma et al. (U.S. 4,947,322).

5. As per claim 1, Certified Marketing Services, Inc. teaches a method for managing a store activity, said method comprising:

electronically receiving store information, said store information including information related to the stores (See page 1, sections 1 and 2, page 3, sections 2-6, page

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6, sections 1 and 3, and page 7, section 3, wherein store information is received electronically);

electronically receiving information that relates to the product information (See page 1, section 1-2, page 3, sections 1-2, page 4, section 1, page 6, sections 3-4, page 7, section 4, and page 11, sections 1-3, wherein the tool electronically receives information relating to the product information of the store that allows for the ability to restock, reset, and perform other product related functions in the stores. The type of store (drug store, specialty retailers, etc) is also received by the tool, this type indicating the products offered by the store, as shown on page 11, section 1);

electronically receiving labor information, said labor information including information related to labor (See page 8, section 1, page 9, sections 1-4, and page 10, section 2, wherein the labor information related to the labor is electronically received);

electronically receiving labor requirements, said labor requirements representing estimates of time required to perform said store activity (See page 1, sections 1 and 2, page 4, sections 1 and 2, page 6, section 4, and page 7, sections 1-3, wherein the labor requirements wherein the store specifies the approximation of the labor believed to be needed to fulfill the request);

receiving a request for labor to perform said store activity (See page 1, sections 1 and 2, page 4, sections 1 and 2, page 6, section 4, and page 7, sections 1-3, wherein a request for labor to perform said store activity is received);

determining an amount of said labor needed to perform said store activity using said store information, said labor information, and said labor requirements (See page 1, sections 1 and 2, page 4, sections 1 and 2, page 6, sections 2 and 3, page 7, sections 1-2,

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page 8, page 9, sections 1, 4, and 5, page 10, sections 1 and 3, page 11, sections 1 and 2, and page 13, sections 1 and 2, wherein Certified Marketing Services, Inc. determines the amount of labor needed for a location based on the automatic labor request and automatically posts the request as a contract for field workers. The determination uses store information, labor information, and labor requirements); and

electronically notifying parties contributing said determined labor (See page 8 and page 9, section 1, page 10, sections 1 and 2, wherein the parties contributing to the determined labor are notified of the potential contract as well as notified when he/she receives the contract to complete the labor).

However, while Certified Marketing Services, Inc. receives information that allows workers to restock, reset, etc., Certified Marketing Services, Inc. does not expressly disclose receiving product information, this product information related to products. Further, while Certified Marketing Service determines amount of labor needed, Certified Marketing Services does not disclose an automatic determination.

Tenma et al. discloses receiving product information, this product information related to products, and used to reset a shelf (i.e. gondola) (See figure 1, column 2, lines 8-15, column 3, lines 40-50, column 4, lines 19-30, wherein product information is stored in the system and used to perform a reset of the gondola).

Certified Marketing Services, Inc. receives information electronically that allows for the ability to restock, reset, and perform other product related functions in the stores, as stated in page 1, section 1-2, page 3, sections 1-2, page 4, section 1, page 6, sections 3-4, page 7, section 4, and page 11, sections 1-3. Restocks, resets, and these other product related functions involve specific products in the stores. Furthermore, the type of store

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(drug store, specialty retailers, etc) is received by the tool, this type indicating the products offered by the store, as shown on page 11, section 1. Tenma teaches using product information to create a reset for product arrangements in a store. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to expressly receive product information electronically in Certified Marketing Services, Inc. in order to increase the efficiency of the tool's planning capabilities by gathering all the specifics of the project and increase the speed with which a satisfactory reset will occur. See column 1, lines 45-60, of Tenma et al.

Further, Certified Marketing Services, Inc. determines the amount of labor needed for a location based on the information received in the automatic labor request and then automatically posts the request as a contract for field workers. The determination uses store information, labor information, and labor requirements. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to automate the determination step in order to increase the speed and efficiency of making decisions about labor requirements by automating a manual process. Merely automating a manual process is per se obvious.

6. As per claim 2, Certified Marketing Services, Inc. teaches wherein said store information further includes at least one of individual store characteristics, store locations, store departments, and store groups (See page 1, sections 1 and 2, page 3, sections 2-6, page 6, sections 1 and 3, and page 7, section 3, wherein store information is received electronically, this information including the store location and store group).

7. As per claim 3, Certified Marketing Services, Inc. teaches providing at least one graphic representation of said stores in response to said electronically received store

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information (See page 11, section 3, wherein the tool provides computerized floor plans in response to the received store information). However, Certified Marketing Services, Inc. does not expressly disclose that said at least one graphic representation comprises at least one image of at least one of a store shelf, at least one store aisle, a store entrance, and a store façade.

Tenma et al. discloses presenting a graphic image of at least a store shelf, the image provided in response to electronically received store and product information (See figure 5, column 1, lines 50-65, column 2, lines 5-20, column 3, lines 40-55, column 4, lines 19-35, wherein a graphic image of a shelf is presented, the image generated on information about the product, shelf, etc. which is electronically entered into the system).

Certified Marketing Services, Inc. discloses providing computerized floor plans of the store, as stated on page 11, section 3. Store shelves, aisles, entrances, and facades are all well known parts of a store and a store floor plan. Tenma et al. discloses presenting a graphic image of at least a store shelf, the image provided in response to electronically received store and product information. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to include features such as shelves in the computerized floor plans of Certified Marketing Services, Inc. in order to more accurately represent the stores layout and provide a more satisfactory layout of goods in a short time. See column 1, lines 45-60, of Tenma et al.

8. As per claim 4, Certified Marketing Services, Inc. discusses wherein information is electronically received that relates to the product information (See page 1, section 1-2, page 3, sections 1-2, page 4, section 1, page 6, sections 3-4, page 7, section 4, and page 11, sections 1-3, wherein the tool electronically receives information relating to the

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product information of the store that allows for the ability to restock, reset, and perform other product related functions in the stores. The type of store (drug store, specialty retailers, etc) is also received by the tool, this type indicating the products offered by the store, as shown on page 11, section 1). However, Certified Marketing Services, Inc. does not expressly disclose receiving product information or that the product information further includes at least one of individual product characteristics, product categories, and manufacturers.

Tenma et al. discloses electronically receiving product information and that the product information further includes at least individual product characteristics (See figure 5, column 1, line 54-column 2, lines 16, column 3, lines 40-55, column 4, lines 19-35, wherein the product information is electronically received and includes individual product characteristics such as the product's size).

Certified Marketing Services, Inc. receives information electronically that allows for the ability to restock, reset, and perform other product related functions in the stores. Restocks, resets, and these other product related functions involve specific products in the stores. Furthermore, product characteristics, product categories, and manufacturers are old and well-known information relating to a product. Tenma et al. teaches receiving product information including product characteristics information and using this information to arrange products on shelves. It would have been obvious to one of ordinary skill in the art at the time of the invention to expressly receive product information electronically in order to increase the efficiency of the tool's planning capabilities by gathering all the specifics of the project.



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9. As per claim 5, Certified Marketing Services, Inc. teaches determining an amount of said labor needed to perform said store activity (See page 1, sections 1 and 2, page 4, sections 1 and 2, page 6, sections 2 and 3, page 7, sections 1-2, page 8, page 9, sections 1, 4, and 5, page 10, sections 1 and 3, page 11, sections 1 and 2, and page 13, sections 1 and 2, wherein Certified Marketing Services, Inc. determines the amount of labor needed for a location based on the labor request and posts the request as a contract for field workers). However, Certified Marketing Services, Inc. does not expressly disclose estimating time requirement to perform said store activity.

Certified Marketing Services, Inc. teaches collecting a work request from a store and translating the work request into posting on a website for contracts to be filled by workers, these contracts with specific job requirements, as stated on page 6, sections 1-4, page 7, sections 1-2, and page 9, section 1. It would have been obvious to one of ordinary skill in the art at the time of the invention to expressly estimate the time requirements for contracts in order to more accurately staff projects in compliance with the client's requested time line and budget, as stated on page 4, section 1.

10. As per claim 6, Certified Marketing Services, Inc. discloses wherein said step of determining said amount of labor further comprises determining a total amount of labor needed to perform said store activity as a function of said store information, information relating to the products, and said labor information (See page 1, sections 1 and 2, page 3, sections 1-2, page 4, sections 1 and 2, page 6, sections 2, 3, and 4, page 7, sections 1-2 and 4, page 8, page 9, sections 1, 4, and 5, page 10, sections 1 and 3, page 11, sections 1, 2, and 3, and page 13, sections 1 and 2, wherein Certified Marketing Services, Inc. determines the amount of labor needed for a location based on the labor request and posts

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the request as a contract for field workers. The number of workers and the contract requirements are a function of store information, labor information, and information related to the products of the store. The tool electronically receives information relating to the product information of the store that allows for the ability to restock, reset, and perform other product related functions in the stores. The type of store (drug store, specialty retailers, etc) is also received by the tool, this type indicating the products offered by the store, as shown on page 11, section 1). However, Certified Marketing Strategies, Inc. does not expressly disclose that the determined amount of labor includes a fair share amount of labor needed or specific product information.

Certified Marketing Services, Inc. receives information electronically that allows for the ability to restock, reset, and perform other product related functions in the stores. Restocks, resets, and these other product related functions involve specific products in the stores. Furthermore, the type of store (drug store, specialty retailers, etc) is received by the tool, this type indicating the products offered by the store, as shown on page 11, section 1. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to expressly receive product information electronically in order to increase the efficiency of the tool's planning capabilities by gathering all the specifics of the project.

Furthermore, fair share is well known in labor industries. It would have been obvious to one of ordinary skill in the art at the time of the invention to determine hours required for each worker based on fair share requirements in order to increase the usefulness of the tool in the market by having the tool comply with labor standards.

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11. As per claim 7, Certified Marketing Strategies, Inc. teaches determining the requirements for the contracts assigned to each of the parties of the store activity (See page 1, sections 1 and 2, page 4, sections 1 and 2, page 6, sections 2 and 3, page 7, sections 1-2, page 8, page 9, sections 1, 4, and 5, page 10, sections 1 and 3, page 11, sections 1 and 2, and page 13, sections 1 and 2). However, Certified Strategies does not expressly disclose that fair share comprises identifying a total number of hours required for each of said parties with respect to said store activity.

Fair share is well known in labor industries. It would have been obvious to one of ordinary skill in the art at the time of the invention to determine hours required for each worker based on fair share requirements in order to increase the usefulness of the tool in the market by having the tool comply with labor standards.

12. As per claim 8, Certified Marketing Services, Inc. teaches wherein said labor information further includes at least one of identification of labor brokers, identification of manufacturers, and identification of labor forces (See page 8, section 1, page 9, sections 1-4, and page 10, section 2, wherein the labor information related to the labor is electronically received, wherein the labor information includes identification of the companies labor force).

13. As per claim 9, Certified Marketing Services, Inc. discloses a method wherein said store activity is at least one of a store reset, a store remodel, and a category implementation (See page 1, sections 1-2, page 2, section 1, page 3, section 1, page 6, sections 2 and 4, page 9, section 1, page 11, sections 1 and 3, and page 13, sections 1 and 2, wherein the store activity is at least one of store resets, remodels, and category implementation).

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14. As per claim 10, Certified Marketing Services, Inc. teaches a method, the method comprising determining an amount of said labor needed to perform said store activity (See page 1, sections 1 and 2, page 4, sections 1 and 2, page 6, sections 2 and 3, page 7, sections 1-2, page 8, page 9, sections 1, 4, and 5, page 10, sections 1 and 3, page 11, sections 1 and 2, and page 13, sections 1 and 2, wherein Certified Marketing Services, Inc. determines the amount of labor needed for a location based on the labor request and posts the request as a contract for field workers).

Certified Marketing Services, Inc. further discloses presenting, on a web site, contracts to be filled by workers, these contracts with job requirements (See page 9, sections 1-2, wherein guidelines are provided for job assignments).

However, Certified Marketing Services, Inc. does not expressly disclose that the determined amount of labor is presented as a number of hours.

Certified Marketing Services, Inc. teaches collecting a work request from a store and translating the work request into posting on a website for contracts to be filled by workers, these contracts with specific job requirements, as stated on page 6, sections 1-4, page 7, sections 1-2, and page 9, section 1. It is well-known that a jobs requirements includes the amount of time to be spent on the job. It would have been obvious to one of ordinary skill in the art at the time of the invention to expressly present the determined labor as a number of hours in order to more accurately staff projects in compliance with the client's requested time line and budget, as stated on page 4, section 1.

15 As per claim 11, Certified Marketing Services, Inc. teaches a method further comprising generating a plurality of reports, said plurality of reports including an invoice report, a billing report, an exception report, and an all store remodel report (See page 1,

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section 2, page 3, sections 2-6, page 4, sections 1-4, page 7, sections 2-3, page 9, section 4, page 10, section 3, and page 11, section 3, wherein a plurality of reports are generated including an invoice report, a billing report, and an all store remodel report). However, Certified Marketing Services, Inc. does not expressly disclose a fair share report and a noncompliance report.

Certified Marketing Services, Inc. discloses tracking and storing field worker performance as well as generating exception reports, as stated on page 3, section 4, page 4, sections 2 and 4, page 9, section 1, and page 10, section 1. It would have been obvious to one of ordinary skill in the art at the time of the invention to include a fair share report and a noncompliance report in order to increase the applicability of the system to the needs of the users (the clients, management, the workers) by including more functionalities, as stated on page 1, section 2, and page 3, section 3.

16. As per claim 12, Certified Marketing Services, Inc. discloses a method further comprising electronically receiving feedback from said parties contributing said determined labor (See page 4, section 4, page 9, section 4, and page 10, section 3, wherein the tool electronically receives feedback from the workers who perform the labor).

17. As per claim 13, Certified Marketing Services, Inc. teaches a method further comprising transmitting a feedback call form to enable parties contributing labor to said store activity to submit feedback regarding said store activity (See page 9, section 4, and page 10, section 3, wherein a feedback call form is transmitted to allow the workers performing the labor to submit feedback regarding their labor).

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18. As per claim 14, Certified Marketing Services, Inc. teaches transmitting a feedback call form to enable parties contributing labor to said store activity to submit feedback regarding said store activity (See page 9, section 4, and page 10, section 3, wherein a feedback call form is transmitted to allow the workers performing the labor to submit feedback regarding their labor). However, Certified Marketing Services, Inc. does not expressly disclose defining a first question regarding said store activity, identifying a format for a first answer to said first question, defining a second question in response to said first answer to said first question, and defining a third question in response to a third answer to said first question.

Certified Marketing Services, Inc. teaches an online reporting means for feedback. Branching questions are well known in dynamic online forms. It would have been obvious to one of ordinary skill in the art at the time of the invention to define a first question regarding said store activity, identify a format for a first answer to said first question, define a second question in response to said first answer to said first question, and define a third question in response to a third answer to said first question in order to efficiently elicit the needed information in a structured and organized manner.

19. As per claim 15, Certified Marketing Services, Inc. teaches modifying at least one of said store information, product information and labor information (See page 1, section 2, page 3, sections 5, page 6, sections 1 and 3, and page 7, section 3, wherein store information includes the report capabilities and needs of the store and Certified Marketing Services is willing to adapt to the needs at a moments notice).

20. As per claim 16, Certified Marketing Services, Inc. teaches determining a degree of compliance of each of said parties contributing said labor to said store activity (See

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page 3, section 4, page 4, sections 1-4, and page 9, sections 2-3, wherein a degree of compliance of each worker is determined).

21. As per claim 17, Certified Marketing Services, Inc. teaches said compliance comprises performing said labor for said store activity and transmitting feedback directed to said labor for said store activity (See page 3, section 4, page 4, sections 1-4, and page 9, sections 2-3, wherein the labor is performed and feedback is transmitted that is aimed at accessing the labor on the store activity (by both the client and the worker)).

22. As per claim 18, Certified Marketing Services, Inc. discloses assigning penalties to parties for noncompliance (See page 4, section 2, and page 9, section 3, wherein penalties are assigned to parties for noncompliance). However, Certified Marketing Services, Inc. does not expressly disclose that these penalties are fines.

Certified Marketing Services, Inc. teaches a system wherein a worker is punished for noncompliance with an assigned contract, as stated on page 4, section 2, and page 9, section 3. Fines are old and well known punishments. It would have been obvious to one of ordinary skill in the art to include fines in the punishment of Certified Marketing Services, Inc. in order to decrease the number of workers that do not comply with their assigned contracts by providing an larger punishment for noncompliance.

23. As per claim 19, Certified Marketing Services, Inc. teaches a method for using a user terminal coupled to a site processor across a communication network to manage a store activity, said method comprising:

electronically receiving store information, said store information including at least one of individual store characteristics, store locations, store departments, and store groups (See page 1, sections 1 and 2, page 3, section 6, and page 6, sections 1 and 3, wherein

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store information is received electronically, this information including the store location and store group);

electronically receiving information that relates to the product information (See page 1, section 1-2, page 3, sections 1-2, page 4, section 1, page 6, sections 3-4, page 7, section 4, and page 11, sections 1-3, wherein the tool electronically receives information relating to the product information of the store that allows for the ability to restock, reset, and perform other product related functions in the stores. The type of store (drug store, specialty retailers, etc) is also received by the tool, this type indicating the products offered by the store, as shown on page 11, section 1);

electronically receiving labor information, said labor information including at least one of labor brokers, manufacturers, and labor forces (See page 8, section 1, page 9, sections 1-4, and page 10, section 2, wherein the labor information related to the labor is electronically received, wherein the labor information includes identification of the companies labor force);

electronically receiving labor requirements, said labor requirements representing estimates of time required to perform said store activity for each of the categories (See page 1, sections 1 and 2, page 4, sections 1 and 2, page 6, section 4, and page 7, sections 1-3, wherein the labor requirements wherein the store specifies the approximation of the labor believed to be needed to fulfill the request);

determining a total amount of labor needed to perform said store activity as a function of at least one of said store information, said product information, said labor information, and said labor requirements (See page 1, sections 1 and 2, page 4, sections 1 and 2, page 6, sections 2 and 3, page 7, sections 1-2, page 8, page 9, sections 1, 4, and 5,



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page 10, sections 1 and 3, page 11, sections 1 and 2, and page 13, sections 1 and 2, wherein Certified Marketing Services, Inc. determines the amount of labor needed for a location based on the labor request and posts the request as a contract for field workers. The number of workers and the contract requirements are a function of at least store information and labor requirements);

electronically scheduling said store activity, said step of electronically scheduling including electronically notifying parties contributing labor to said store activity and transmitting details of said store activity to said parties (See page 4, sections 1-2, and page 9, sections 1-2, wherein the store activity is scheduled with Certified Marketing Services, Inc. See page 8 and page 9, section 1, page 10, sections 1 and 2, wherein the parties contributing to the determined labor are notified of the potential contract as well as notified when he/she receives the contract to complete the labor); and

electronically receiving feedback from said parties contributing said labor to said store activity (See page 4, section 4, page 9, section 4, and page 10, section 3, wherein the tool electronically receives feedback from the workers who perform the labor).

However, Certified Marketing Services, Inc. does not expressly disclose receiving product information, this product information related to products, or determining a fair share of a total amount of labor needed to perform said store activity.

Tenma et al. discloses receiving product information, this product information related to products, and used to reset a shelf (i.e. gondola) (See figure 1, column 2, lines 8-15, column 3, lines 40-50, column 4, lines 19-30, wherein product information is stored in the system and used to perform a reset of the gondola).

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Certified Marketing Services, Inc. receives information electronically that allows for the ability to restock, reset, and perform other product related functions in the stores, as stated in page 1, section 1-2, page 3, sections 1-2, page 4, section 1, page 6, sections 3-4, page 7, section 4, and page 11, sections 1-3. Restocks, resets, and these other product related functions involve specific products in the stores. Furthermore, the type of store (drug store, specialty retailers, etc) is received by the tool, this type indicating the products offered by the store, as shown on page 11, section 1. Tenma teaches using product information to create a reset for product arrangements in a store. Therefore, it would have been obvious to one of ordinary skill in the art at the time of the invention to expressly receive product information electronically in Certified Marketing Services, Inc. in order to increase the efficiency of the tool's planning capabilities by gathering all the specifics of the project and increase the speed with which a satisfactory reset will occur. See column 1, lines 45-60, of Tenma et al.

Furthermore, fair share is well known in labor industries. It would have been obvious to one of ordinary skill in the art at the time of the invention to determine hours required for each worker based on fair share requirements in order to increase the usefulness of the tool in the market by having the tool comply with labor standards.

24. Claims 20, 21, 22, 23, 24, 25, 26, 27-30, and 31 recite equivalent limitations to claims 9, 34, 35, 11, 13, 14, 7, 15-18, and 3, respectively, and are therefore rejected using the same art relied upon above.

25. As per claim 32, Certified Marketing Services, Inc. discloses a system for communicating with a user terminal across a communication network to manage store activity, said system comprising:

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a site processor adapted to receive requests from said user terminal through said communications network (See pages 6-7 and 9-10, which discloses a website operable to receive requests from a user over a communications network);

a first software module operating on said site processor, said first software module determining a total amount of labor needed to perform said store activity as a function of at least one of store information, product information, labor information, and labor requirements (See page 1, sections 1 and 2, page 4, sections 1 and 2, page 6, sections 2 and 3, page 7, sections 1-2, page 8, page 9, sections 1, 4, and 5, page 10, sections 1 and 3, page 11, sections 1 and 2, and page 13, sections 1 and 2, wherein Certified Marketing Services, Inc. determines the amount of labor needed for a location based on the labor request and posts the request as a contract for field workers. The number of workers and the contract requirements are a function of at least store information and labor requirements);

a second software module operating on said site processor, said second software module scheduling said store activity, said second software module further notifying parties contributing labor to said store activity and transmitting details of said store activity to said parties (See page 4, sections 1-2, and page 9, sections 1-2, wherein the store activity is scheduled with Certified Marketing Services, Inc. See page 8 and page 9, section 1, page 10, sections 1 and 2, wherein the parties contributing to the determined labor are notified of the potential contract as well as notified when he/she receives the contract to complete the labor and the party is transmitted details concerning the contracted activity); and

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a third software module operating on said site processor, said third software module electronically receiving feedback from said parties contributing labor to said store activity (See page 4, section 4, page 9, section 4, and page 10, section 3, wherein the tool electronically receives feedback from the workers who perform the labor).

However, Certified Marketing Services, Inc. does not expressly disclose determining a fair share of a total amount of labor needed to perform said store activity.

Fair share is well known in labor industries. It would have been obvious to one of ordinary skill in the art at the time of the invention to determine hours required for each worker based on fair share requirements in order to increase the usefulness of the tool in the market by having the tool comply with labor standards.

26. Claims 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, and 43 recite equivalent limitations to claims 9, 21, 22, 11, 13, 14, 7, 15, 16, 17, and 3, respectively, and are therefore rejected using the same art as relied upon above.

### ***Conclusion***

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Matsuoka (U.S. 6,038,537) teaches a system for inter-organization cooperation, each organization coordinating to provide information, service, equipment, etc.

Landvater (U.S. 6,609,101) teaches planning for product display change.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Beth Van Doren whose telephone number is (571) 272-6737. The examiner can normally be reached on M-F, 8:30-5:00.

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If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Tariq Hafiz can be reached on (571) 272-6729. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

*bvd*

bvd

August 12, 2005

*Susanne Diaz*

**SUSANNA M. DIAZ  
PRIMARY EXAMINER**

*AU 3623*